

## MEETING MINUTES

ASU Scottsdale Center  
Ad Hoc Citizens Advisory Working Group Meeting  
December 2, 2004, 5 PM  
City of Scottsdale Community Design Studio  
7506 E. Indian School Rd.

### **Present:**

**Steven Steinberg, Marilyn Armstrong, Andrea Michaels, Jim Cramer, Paul Burns, Margaret Dunn, Susan Coykendall, Kurt Merschman, George Adams, A. Thomas Jelinek, Rita Saunders-Hawrenek, Paul Burns**

### **Absent:**

**Staff: Ed Gawf, Kroy Ekblaw, Lisa Collins, Robin Meinhart**

### **Observations/thoughts from tour**

- Possibility of pedestrian light at end of Culver?
- Surprised at views of mountains, especially nearly unobstructed view of Camelback
- Proximity of Papago Park & Indian Bend Wash
- Papago plaza – portions of the plaza where there could be pedestrian connections to adjacent areas
- Impressed with the edges & how we can incorporate those areas; infill opportunities
- Who owns vacant land in area?
- Good pedestrian access through entire area; extend to Papago park? Can we get Papago Salado plans to share with group?
- Dangerous walking on sidewalks on McDowell & Scottsdale road; especially crossing at the intersection. Didn't see any pedestrians on our tour.
- Pedestrian overpasses/underpasses w/access to Indian Bend Wash. Lofty goal to get the area to be pedestrian friendly; Need destinations
- Safety at night? Group feels it is safe at night.
- Need to think from the center of the property out. Help to visualize things.
- Connecting to wash; parking lot on Culver; lot east of Miller. Opportunities in those places? Land swap possibility?
- Opportunities w/74<sup>th</sup> Street
- Surprised at what is available in the area, business-wise. Neighbors friendly. More vitality than what was previously thought. Streets could be fixed up to be friendlier to pedestrians.
- Vastness of area. What will happen to the ground once development starts? 1<sup>st</sup> building will be built on Scottsdale Rd, near Papago traffic signal. This is a discussion question for later. It will be many years before sight is built out, what will happen to the vacant land once development starts?
- Signature to the area with landscaping – PaloVerde and other native trees/plants
- Recommendation on 5 acre parcel; corridor issue w/emphasis on pedestrian crossings
- Perimeter landscaping along Scottsdale Rd/McDowell/74<sup>th</sup>. Corner feature on SEC McDowell/Scottsdale & entrance on Scottsdale Rd.; water/sewer/other invisible infrastructure. Year 3-4, will still have nearly 30 acres undeveloped. Create a

‘master plan’ that would show utilization of entire site and phase the project? Start with a nucleus and work outward from there.

- The two holes – why not an amphitheatre?
- Bill Heard is moving some of their facilities on Pima/McDowell. They have another 3-5 year lease on their current property. Plans are to keep old facility. Tentatively scheduled to be bid next spring for streetscape upgrade.
- Culver St plays a very significant role in this project.

### **Organizational Issues**

- Thursday evenings as meeting day/time. 12/9; 12/16; 1/6
- Items for 12/9 Agenda
  - Dave Roderique w/demographic updates
  - Mary working on transit and other pedestrian issues
  - Darren Petucci- landscape urban element concepts (stretch of Scottsdale between McDowell/Earll); Corridor issue
- Items for 12/16;
  - Don Carter back from UDA
  - Place making
- Design Charettes –
  - 1/11 – Lunch meeting @ noon
  - 1/13 –Regular meeting @ 5pm
  - 1/14 – Breakfast meeting, time TBA

### **Planning Concepts**

- Having a voice in what happens in this area. Connection w/ASU is strong; attract talent from ASU for General Dynamics
- Degree in urban housing & development (participant(s); lives in neighborhood; involved in Los Arcos.
- Crossing into park; nice retail; buffer housing areas; public area somewhere on the site (multi-use area); Sense of flow from neighborhood to ASU area; Integrated w/neighborhood; don’t lock out the neighborhood
- Create this area as a nucleus so entire surrounding area can benefit.
- Diversity in the area; breadth of needs; possibilities of creating something that is useful for everyone
- How to make the completed project a great place to be. Economic engine for the area; public amenities; connected area – meeting point between ASU & downtown
- Diverse community; public area for concerts, performances, picnics, etc.
- Nucleus/core for the area; one that exudes energy; architecture that is welcoming, approachable and draws people in; place of unity
- Attract knowledge workers; 1.2 million square feet; exciting urban environment; public/private collaboration; challenge to attract the businesses/workers/etc; area is much larger than the 37 acres of Los Arcos
- Blood, sweat & tears of the neighborhoods; most people can embrace this concept; this corner is our masterpiece (entrance to Scottsdale); Urban, hip, inner city energy; synergy at this corner

### **Items to Agendize**

- Examples of good/bad results; why were they successful/unsuccessful?
  - Faneuil Hall (Boston)
  - John Hopkins
  - Older commercial strip
  - Quincy Marketplace
  - Richmond, VA
  - Seaport Village
  
- 7 proposals from developers  
12/10, list will be shortened to 3-4.
  
- Provide maps at next meeting, showing individual properties, ownership, etc.